Ayoub JAA

UX/Product Designer, bridging product, tech, and business needs

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Languages: French & Arabic (native), English (professional)

Professional Summary

I design with field impact in mind. Whether it's automating HR tools for global teams or building donation platforms for underserved communities, I turn complexity into clarity. With over 7 years of experience across product design, operations and team leadership, I bridge business, tech, and human needs.

Professional Experience

GEODIS – UX/Product Designer & ITRH Team Leader
Oct 2018 – Present | Remote / Levallois-Perret

- **UX/Product Design – Impact-driven tools for HR & IT –** *Oct 2018*
Originally hired as IAM/ITRH analyst, I transitioned into UX after identifying critical usability gaps in internal tools. My ability to quickly understand domain constraints and user pain points led to the design of a new account management system, which drastically improved efficiency and triggered my formal move into UX.
  o Designed a self-serve Active Directory interface used by HR, reducing IT incidents by 97% (Source : ServiceNow ticket analyse from 2022)
  o Automated license revocation and reassignment, cutting O365 costs by 15–20%
  o Created real-time monitoring dashboards to detect data anomalies, improving flow quality by 40%
  o Boosted satisfaction from 85% to 92% through iterative user testing and contextual feedback loops
  o Co-designed workflows with IT, HR, and IAM experts, balancing security, compliance, and UX
  o Authored support and UX documentation to sustain tools at scale

- **Team Leadership – Head of ITRH Run Operations –** *Oct 2022*

After the success of the UX project, I was offered the leadership of the ITRH Run team. I now lead 3 analysts, manage daily incident resolution, and remain deeply involved in product thinking by staying close to operational pain points.

- Lead and mentor a team of 3 ITRH analysts across support and integration issues
- Prioritize and resolve HR-IT tickets (ServiceNow) in collaboration with devs and stakeholders
- Maintain strong operational feedback loops to feed future UX improvements
- Act as domain expert across HR data flows and system interactions

Volunteer Product Designer – Institut Malik Ibn Anas

- **Arabic Courses – Teacher/Parent Mobile App (Android & iOS)**

Apr 2022 – Present | Remote

Designed and delivered a lightweight mobile platform to improve communication between Arabic teachers and parents. Full product cycle from research to prototype and launch.

- Led user research (interviews, personas, journey mapping) across both roles
- Designed key features: homework tracking, absence reporting, private feedback
- Delivered mid/high-fidelity prototypes optimized for mobile constraints
- App launched in March 2025; 80% weekly usage, avg rating 4.6/5 in satisfaction survey
- User feedback led to future roadmap items (shared calendar, grading module)

- **Hassanates – Donation Management Platform (Web + App)**

2024 – Present | Remote

Designed and delivered a digital system to support donations for a specific period (Eid Al-Adha), not for online givers, but for local actors managing the collection, sacrifice, and distribution of livestock to families in need.

- Defined UX and data flows across end-user forms and internal ops platform
- Designed key features for order intake, bovine tracking, and delivery coordination
- Created a lightweight back-office for field agents in Central Africa, working with strong offline/low-bandwidth constraints
- All designs and dev validated; launch postponed to 2026 due to field constraints in 2025
- Early feedback from agents highlighted clear benefits on tracking and admin load

UX/UI Design Intern – Boursorama Banque

Feb 2018 – Aug 2018 | Boulogne-Billancourt

- Helped rebuild the mobile banking app from webview to native design. Play Store rating rose from 2.8 to 4.5 (now 4.8), +2M clients, 500k daily users (october 2018).
- Designed a deferred debit calendar, increasing adoption by 60%.

- Built a carousel UI that boosted offer conversion by 15%.
- Took initiative as a UX consultant despite being an intern.

Skills & Tools

- Core Skills

• UX strategy, Wireframing, Prototyping, Design Systems, Mobile-first & responsive design
• Accessibility (WCAG), Feature scoping, System & flow mapping, Problem framing

- User Research

• User interviews, Personas, Journey mapping, Usability testing
• Heuristic evaluation, Field research, Feedback loop facilitation

- Tools

• Figma, Axure, Balsamiq, Adobe CC, Miro, Matomo/Hotjar, Power BI, Power Automate

• Notion, Confluence, Jira, HTML/CSS/Javascript

- Soft Skills & Collaboration

• Cross-functional team work (Product, Devs, HR, IAM), Remote async culture

• Team mentoring (3-person ops team), UX documentation & stakeholder alignment

- Domains

• HRIS, IAM, Banking, EdTech, NGO Logistics

Education

Master's in Human-Computer Interaction (All in English) – Paris Saclay / EIT Digital (2016 – 2018)

Bachelor's Degree – IT-oriented HCI – Paris Saclay (2015 – 2016)

DUT – IT-oriented HCI – IUT Orsay (2013 – 2015)